



genesis
retail displays

When we say
we build
awesome
interactive
audio displays,
we really
mean it!

(02) 4647 7302

www.genesisretaildisplays.com.au

Who are we?

Genesis Retail Displays is a boutique display company that specialise in interactive audio displays. We design seamless interactive experiences that engage, entertain and educate shoppers about your products. We take the shopper on a journey that makes them feel secure in the decision to buy your product.

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We provide **positive, entertaining experiences** for the shopper which results in increased sales.



Meet Andrew Mansfield



Andrew Mansfield heads up our Audio POP division. He's an Industrial Designer with 25 years' experience, and has looked after clients in the audio products sector for over 15 years.

"Although a hand-full of brands are providing excellent displays to retailers, it's my opinion that many audio displays are poorly considered, annoy shoppers and lose sales."

I'm here to show brands there is a **better way to ensure shoppers experience your products** in their best possible light!



Pitfalls that annoy shoppers

Our design principles centre around consumer usability ensuring no messy or tangled cords are visible creating a positive experience for the shopper.



Messy wires and cables



Missing speakers and headphones



Buttons not working



No sound or lighting





In store sound clarity

In store environments can be noisy and affect the sound quality of speakers and headphones. Genesis use premium quality audio motherboards and state of the art circuitry systems to ensure your customers experience clear quality sound.



Consumer interactivity with your brand

Our interactivity systems create an exciting show and tell experience for customers in store that increase engagement and educate customers about your product.



Interactivity features include:

- » Loading multiple music tracks and genres;
- » Simple and elegant touch buttons to select different products or music;
- » Skipping functionality so customers can easily move through tracks and select their preferred music;
- » Lights can highlight product ranges or specific models and be linked to shopper selection;
- » Touch to play different media on different speakers while learning about the product on a high definition screen.



Designs that make your sell into store easy

For over 14 years Genesis have showcased our customers brands in all major retailers.

We ensure our designs work within the retailers guidelines which means your sell in to store becomes an easy process. However whilst we're stringent in keeping with retailer requirements we also appreciate the importance of creating engaging and inviting shapes and forms that welcome people to your products.



Interactive audio displays from start to end



Genesis unique 12-month warranty and maintenance program

Research indicates at any given time a brand will have approximately 10-15% of their speakers or headphones display not work in store. If your display or products stops working your sales are impacted and your brands reputation is compromised.

Genesis offers a unique 12 month maintenance program that ensures if any of your speakers or

display functions are not working, we rectify the problem immediately by fixing or replacing the damaged unit.

Each month you receive a report that identifies which stores had the damaged unit and what the problem was.

Now that's peace of mind.



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Our Values

- » Dependability
- » Teamwork
- » Customer Satisfaction
- » Professionalism
- » Quality in everything we do

GENESIS

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